

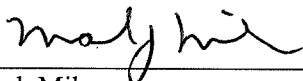
DEPARTMENT OF VETERANS AFFAIRS
Justification and Approval
For
Other Than Full and Open Competition

1. **Contracting Activity:** Department of Veterans Affairs, NCO 21, 150 Muir Road, Martinez, California 94553.
2. **Nature and/or Description of the Action Being Processed:** Justification and approval for Other Than Full and Open Competition for procurement of consultant services to obtain Magnet Designation with the American Nurses Credentialing Center (ANCC).
3. **Description of Supplies/Services Required to Meet the Agency's Needs:** VA Palo Alto Health Care System (VAPAHCS) is in the process of obtaining Magnet Designation With the American Nurses Credentialing Center. In order to do so, it must first obtain an initial assessment from consultants with ANCC to determine what action(s) the facility must take in order to achieve the designation. A Magnet Designation is a prestigious designation for all hospitals, including in both the public and private sector. The Joint Commission on Accreditation of Healthcare Organizations notes that, "Recognizing quality patient care and nursing excellence, the Magnet Recognition Program provides consumers with the ultimate benchmark to measure the quality of care they can expect to receive."
4. **Statutory Authority Permitting Other than Full and Open Competition:** FAR 6.302-1(a)(2). The VA's minimum needs can only be satisfied by unique supplies or services available from only one source (41 USC 253 (c) (1)). There is no other comparable credentialing service or designation for this particular requirement.
5. **Demonstration that the Contractor's Unique Qualifications or Nature of the Acquisition Requires the Use of the Authority Cited Above (applicability of authority):** The ANCC is the only organization that offers Magnet Designation, and market research indicates there is no comparable program from another company that provides a designation with the same level of significance for this field.
6. **Description of Efforts Made to ensure that offers are solicited from as many potential sources as deemed practicable:** A synopsis will be posted to www.fbo.gov to announce the nature of the requirement and invite other companies to submit information for comparable certification if any is available.
7. **Determination by the Contracting Officer that the Anticipated Cost to the Government will be Fair and Reasonable:** The services sought are provided to both public and private institutions, and the rates are published online for interested parties to view. Based on the published price list and a demonstration that other healthcare entities with a similar size are paying the same rate, the Contracting Officer will be able to determine the price to be fair and reasonable.
8. **Description of the Market Research Conducted and the Results, or a Statement of the Reasons Market Research Was Not Conducted:** The subject-matter expert from VAPAHCS conducted market research and determined there is no comparable program in existence for the type of designation through the Magnet program. The contract specialist also conducted market research, which indicated that the Magnet program is unique.

9. **Any Other Facts Supporting the Use of Other than Full and Open Competition:** VAPAHCS has previously already spent \$4,200 for a cursory analysis with ANCC. Furthermore, the hospital has hired an individual whose sole responsibility is to assist and coordinate the efforts for obtaining Magnet Designation for the facility. In other words, significant resources have already been devoted to obtaining that certification from the ANCC. Attempting to procure an alternative designation, if one exists, would result in lost resources. The Magnet Designation has been approved through the VISN 21 Director. In addition to Palo Alto, the VA has already approved and received Magnet Designation for the Portland VA Medical Center and the Tampa VA Medical Center.
10. **Listing of Sources that Expressed, in Writing, an Interest in the Acquisition:** ANCC.
11. **A Statement of the Actions, if any, the Agency May Take to Remove or Overcome any Barriers to Competition before Making subsequent acquisitions for the supplies or services required:** If and when another prestigious nursing program is developed by other companies, the VA will consider those certifications for future procurements.
12. **Requirements Certification:** I certify that the requirement outlined in this justification is a Bona Fide Need of the Department of Veterans Affairs and that the supporting data under my cognizance, which are included in the justification, are accurate and complete to the best of my knowledge and belief.

Approvals in accordance with FAR 6.304

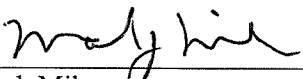
- a. **Contracting Officer's Certification: (required)** I certify that the foregoing justification is accurate and complete to the best of my knowledge and belief.



Mark Mikus
Contracting Officer
NCO 21

7-22-13
Date

- b. **NCM Designee:** I certify the justification meets requirements for other than full and open competition.



Mark Mikus
Supervisor, Services Team
Contracting Officer
NCO 21

7-22-13
Date